

## STANDARD OIL MEN TO BUILD NEW MOTOR

Take Over Goby Engine as First Step in Invasion of Auto Field.

MAY ALSO PRODUCE CARS

Reported That They Will Form Corporation for Taking Over Several Large Plants Next Year.

That the Standard Oil interests will invade the automobile field was reported in a dispatch printed in The Tribune a few days ago. Since that time there has been considerable speculation as to the extent and direction of their activities, and this is partly cleared away by later information from Columbus, Ohio, where the incorporation papers for the Rockefeller Motor Company were issued. The incorporators were Sterling Newell, F. S. Whitcomb, R. F. Denison and Ellis H. DeWitt, attorneys who represent the Standard Oil interests, and John D. Rockefeller and Thomas J. Fay, an official of the Goby Engine Company.

In a dispatch to "The Rider and Driver," of this city, during the week it was made known that the new corporation will take over the rights and property of the Goby Engine Company and will manufacture motors in the latter's plant in Cleveland. The Goby, or Rockefeller engine, as it will be known, is a single sleeve motor, with water-cooled jackets, in which it is claimed the problem of lubrication has been solved satisfactorily. It is also understood that the new motor can be run on kerosene.

It has been known for some time that the Goby engine is very light. Now it is said that the weight has been so reduced and efficiency brought so high that in small cars the new motor will do fifty miles to a gallon of gasoline, or about two and a half times better than the ordinary engine, can do with a small car. It will be made, however, in large sizes as well, the horsepower ranging from 16.5 to 48, on an A. L. A. M. formula, and showing from 30 to 100 horsepower on brake test.

In addition to manufacturing a radical automobile engine, it is reported with much detail that Standard Oil capital has concluded arrangements to form a corporation with the idea of taking over a number of large automobile factories. Just which concerns are to be included in the new company, or have been purchased by the new company, is a matter that is agitating motorists.

The announcements made so far are that three companies are under consideration or have been purchased, and that they will turn out one hundred thousand cars in the season of 1915, which commences about a year hence. These cars are to be sold at from \$350 to \$1,000.

In view of the inability of the oil men to supply a sufficient amount of high grade gasoline and also their inability to get rid of the mounting supply of kerosene and other low grade products of refining, the interest of the Standard Oil men in manufacturing an automobile engine that will not require so much gasoline to operate the car a mile and one that can use kerosene with practically equal facility is not difficult to understand.

When there were 500,000 motor carriages in the United States gasoline sold for an average of nine cents a gallon. Now that there are more than 1,000,000 cars in use the price is 16 cents, or thereabouts. But if the 800,000 cars promised for the 1914 season all use gasoline in addition to the existing motor equipment of the United States, and if the supply of fuel does not increase in similar ratio to meet the demand, there is nothing quite so sure as that the price of gasoline will jump skyward.

## GRADE CROSSING PERILS

Poertner Says Motorists Do Not Understand Railroad Signals.

"While motorists are up in arms against railroad grade crossings and are voicing all kinds of protests against them, little has been done toward their elimination hereabouts, and accidents continue to occur as before," says William C. Poertner, of the Poertner Motor Car Company.

"Danger lurks at grade crossings, even where they are protected by flagmen, because motorists generally do not understand the flag system used by railroads. This was brought out forcibly in a recent accident in Connecticut and will serve as a lesson for motorists. It is advisable for the motorist to stop his machine at the grade crossing. The white flag, according to railroad officials, has nothing whatever to do with trains, as a trainman pays no attention to any flag but the red one. The watchman at the crossing uses a red flag only when he wishes the train to stop for some cause or another. The white flag is disregarded by the engineer."

"While a lot of touring information has been issued from time to time, it might be a good plan to embody occasionally such information as will be instrumental in averting serious accidents."

## VETERAN CAR IN SERVICE

Perfumery Man's Stearns Has Record of 120,000 Miles.

Few of the automobiles running to-day can boast of a mileage of one hundred thousand while still in the hands of the original owner, although the streets are full of travel-scarred veterans that look the part. And not many are allowed to get outside the zone of garages and repair shops. It is this fact which lends interest to the recent performance of a Stearns car in completing a trip from New York to New Orleans in thirteen days. The car is owned by W. M. Scholl, representative of a New York perfumery house, who piloted the car on its journey to New Orleans.

Before leaving New York the little Stearns had attained a total mileage of one hundred and twenty thousand, and the present trip has increased its score by nearly two thousand miles. The remarkable part of the feat is the fact that the eighteen hundred mile trip was made without a single mishap aside from two tire punctures after leaving Birmingham, Ala. Almost impassable roads were encountered in some of the Southern States. In some places it was necessary to cut down trees or stumps to enable the car to move.

The party carried a complete camping outfit, loading the car to its limit, making the performance of this veteran of the road all the more remarkable.

## NEW MODELS OF POPULAR CARS NOW BEING SHOWN ON AUTOMOBILE ROW IN THIS CITY



C. T. Silver, distributor of Overland cars here, at wheel of latest model.

## SOLID TIRE WEAR IS BANE OF TRUCK OWNER

Auto Chamber of Commerce Will Start Campaign of Instruction.

## IS PREPARING PAMPHLET

Trouble Lies in Indifference of Those Who Use Power Vehicles—English Get Big Mileage.

For more than a year the subject of solid tire wear and destruction has been analyzed and studied by the commercial vehicle committee of the National Association of Automobile Manufacturers and its successor, the Automobile Chamber of Commerce.

This study has included the effects of paying conditions and topography in different cities of the United States from Boston to San Francisco; the greater tire mileage obtained from solid tires in European countries; the effects of overloading and excessive speed; bad distribution of loads; sudden starting and stopping; inadequate tire equipment for load capacity; diameter and contour of tires, and other factors bearing on this subject, even to differences in temperament and mental attitude of truck owners, shipping clerks, garage superintendents and drivers, and the helpful effect of the system of bonuses to drivers.

Next to the driver's wages, the largest single item in the cost of operation of a gasoline motor truck in America is the cost of the tire replacements, and in the larger sizes of electric trucks it equals or exceeds the cost of battery upkeep. Truck users in England, however, are obtaining two or three times the mileage from solid tires that is usual in this country. The truck makers here believe that by the adoption of proper methods the users of commercial vehicles on this side can greatly increase their tire mileage and thereby cut the cost of operation and maintenance very materially.

It is felt that the trouble lies partly in the indifference of the heads of houses using power vehicles to the details of their operation, and partly to the lack of knowledge of the causes of tire destruction and wear on the part of shipping clerks, superintendents and drivers. With a view to remedying this condition if possible, the board of directors of the Automobile Chamber of Commerce, at its regular monthly meeting this month, adopted the following resolution, as recommended by the commercial vehicle committee:

"Resolved, That a pamphlet on the causes of solid tire wear and destruction be prepared and published by the commercial vehicle department of the Automobile Chamber of Commerce and that the manufacturers of motor trucks and delivery wagons be requested to mail copies of the pamphlet to all their customers; further resolved, that publicity be given through the daily and periodical press to the causes of solid tire destruction."

Leading tire manufacturers have been called upon for information as to causes of tire wear, and this will be incorporated in the proposed pamphlet. It was felt, however, that disinterested advice on the subject coming direct from the truck makers would have more influence with the users than if it came from the tire companies, who have to make replacements under their mileage guarantees.

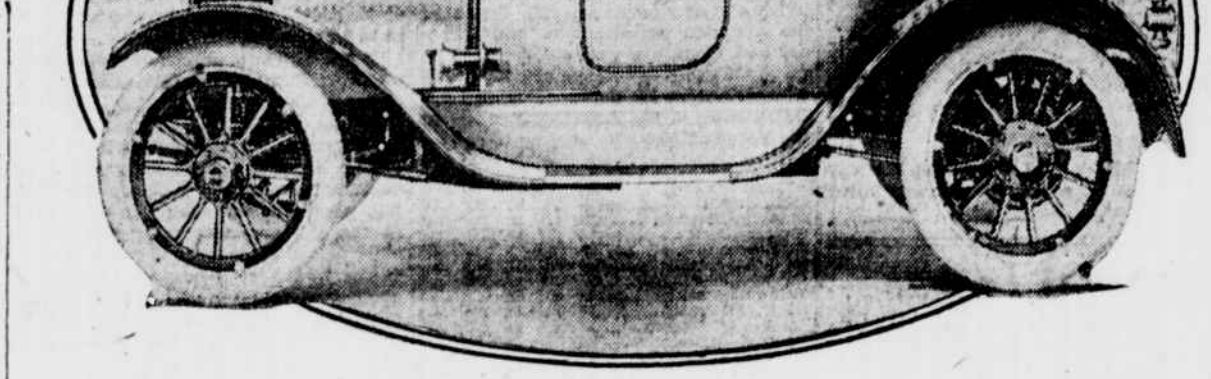
It is desired particularly to impress upon users that abuse of tires not only makes their first cost higher than it would be if the tire companies did not make good the damage done by such abuse, but that the burden of making replacements under the guarantee falls upon those who take proper care of their tires as well as those who do not; also, that in saving tire wear the user at the same time reduces damages to the vehicle itself and so saves on his general repair bill.

## RIESS LIKES NEW LINE

Hupmobile Man Says Factory Test Is a Revelation.

Charles E. Riess, Eastern distributor of the Hupmobile, has just returned from the Hupmobile, where he attended the dealers' annual convention of the Hupmobile Motor Car Company. Mr. Riess is more than impressed with the Hupmobile, and expects to dispose of at least 2,000 of them during the coming season.

The President of the Hupmobile Motor Car Company, J. W. Drake, accompanied Mr. Riess through the factory. The latter has personally inspected most of the automobile factories in the country, and he says that the Hupmobile organization was a revelation to him in the matter of rigid testing and inspection of cars before delivery. Even the smallest nut and bolt are carefully tested and examined, to insure the perfection of the finished product.



The newest Buick runabout and F. R. Bump, general sales manager of the J. I. Handley Company, which markets Marion and American cars.

## Automobile Row Will Enjoy Annual Outing on Tuesday

Motor Boosters All Ready for Picnic at Wagner's Farm, Down Smithtown Way.

Arrangements have been completed for the outing to be held jointly by the Manhattan Automobile Club and the Big Village Motor Boosters next Tuesday at Fred J. Wagner's farm, at Smithtown, Long Island. Cars will leave from in front of the Manhattan Automobile Club, No. 222 West 58th street, at 7 o'clock in the morning. Accommodations will be furnished for non-owners who are going on the outing.

Every driver of a machine attending the affair will be eligible to compete for the Robertson Secret Time Trophy. The cars will be checked in and their time taken upon arrival at the farm. In the evening slips will be placed in a hat and drawn by the drivers. The one arriving nearest to the time on the slip he draws will be the winner.

The outing this year will be in the form

## AUTO SHOWS WILL CONFLICT

Foreign and American Displays to Run Simultaneously.

In spite of the fact that the show of American cars in this city in January will run for only a week, there will be a direct clash of dates between it and the Importers' Salon. The Grand Central Palace affair is set for January 4 to 10, while the foreign models will be offered for approval from January 2 to 10 in the grand ballroom of the Hotel Astor. It is understood that no other dates were open for the Salon.

All details preliminary to the exhibition were arranged at a meeting held during the week, at which the Importers' organization elected the following officers: President, E. Lascaris, of the De Dion-Bouton; vice-president, T. Adams, of the Lancia; treasurer, Frederick Sewell, of the Minerva, and secretary, Stefan Kjeldsen, of the Mercedes. The Salons, who will again manage the Salon, was presented with a gold watch in appreciation of his able work in the past.

## KRAMER AGAIN CHAMPION

New Jersey Cyclist Takes Title for Thirteenth Time.

Frank L. Kramer, the East Orange, N. J., cyclist, has captured for the thirteenth year in succession the American cycling championship, computed on the table of the National Cycling Association. Kramer, who is suffering from a broken arm, received in cranking his automobile last week, takes the title because he cannot be outdistanced by Alfred Goulet and Jackie Clark, who are his nearest competitors, before the season ends, on October 1.

No more night racing will be held at Newark this season, and only three Sunday races remain on which races can be held. Kramer's total is 49 points; Goulet is second with 33 points, and Clark third with 20.

## DE ORO TO DEFEND TITLE

Meets Benjamin Allen in This City Early in October.

Alfredo de Oro will defend the pocket billiard championship, which he holds, against the challenge of Benjamin Allen, of Kansas City, on October 1, 2 and 3. The match will be played at Doyle's Academy, and will be at 500 balls, 200 each night. In a contest of 1,000 points, played in Kansas City last February, Allen defeated De Oro.

The former then challenged for the title, and announced that he would go anywhere from the Atlantic to the Pacific Coast to play. Should De Oro win the coming match the championship trophy will become his personal property.

Allen will arrive in New York on September 20, and will finish his practice at Doyle's. De Oro will, as usual, do regular work at Tim Flynn's and put in a week at Doyle's.

of a clambake, and, of course, the usual large number of games of all kinds will be held. There will be baseball games, tire-rolling contests, bicycle races, sack races, jumping and running contests, and other forms of sport, for which a number of handsome trophies and other prizes are offered to the successful contestants.

L. Lascaris, is offering a silver trophy to the winner of the 50-yard dash, in which event a large entry is expected. The Manhattan Automobile Club is offering a perpetual challenge trophy in the baseball contest. C. H. Martin, of the Martin Tractor Company, of Springfield, is offering a trophy for the Reeves Natal Day bicycle race, in which only old-timers—men who rode bicycles previous to the Spanish-American war—will be permitted to compete. Colonel George Pope, of Hartford, will furnish the bicycles for the latter contest.

The automobile men to be the guests of honor on this occasion are George H. Robertson, William C. Poertner and R. H. Johnston. Charles Deiges has been appointed official arbitrator for the baseball game. Breakfast will be served soon after arrival at the farm.

## PIPING ROCK HORSE SHOW

Amateurs Catered To Without Regard to Residence.

The eleventh annual Piping Rock horse show will be held at Locust Valley, Long Island, on Friday and Saturday, October 3 and 4. This year the show will be confined to hacks, hunters, military mounts, polo ponies and children's ponies. The last named will be the only ones to compete in harness. They will also be shown under saddle.

As usual, the exhibition will be of a strictly non-professional character, but with the exception of certain local classes the show will be open to all amateurs, regardless of their place of residence. It will be optional with the winners whether they receive cups or the value in cash. This offer will be made to exhibitors who win more than one cup.

Special trains will leave the Pennsylvania Station at 8 o'clock a. m. and from Flatbush avenue, Brooklyn, at the same hour, reaching Locust Valley at 9 o'clock on each day of the show. On the return trip the trains will leave Locust Valley at 6 o'clock. Motor buses will meet all trains at the Locust Valley station. Luncheon will be served in the refreshment tent.

Paul D. Cravath is president of the association. The vice-presidents are Thomas Hitchcock and George E. Fahy. Fred E. P. Moore is the treasurer and Charles Appleton the secretary. Communications regarding the show should be addressed to Frank J. Bryan, Nos. 6 and 8 East 46th street, New York.

## DITMAN JOINS LOCOMOBILE.

Albert J. Ditman, who is well known along Automobile Row, has just become associated with the Locomobile branch as assistant manager. Mr. Ditman's appointment was announced on Thursday by John F. Plummer, manager of the local branch. Mr. Ditman has been a figure in automobile circles here for the last ten years, during which time he has made an excellent record. He was until recently connected with the Mercer forces, and previous to that he sold Garford and Studebaker cars.

## ZIP KEEPS ON WINNING.

Louis Disbrow and his Simplex Zip were the star performers at the track races held at St. Paul last Saturday. In telegrams to John G. Dale, of the Simplex Company, Disbrow reports that he won the free-for-all-handicap, defeating a number of well known racing cars and drivers, and also broke the world's record for five miles standing start, formerly held by Ralph de Palma. His time for the five miles was 4.36 minutes. The Simplex racer now holds the world's one-mile circular dirt track records for three, four, five, ten, fifteen, twenty and twenty-five miles.

## PUZZLING.

From The Denver Times.  
Now that a college statistician has figured that rich people live longer than the poor, it is rather difficult to understand why children still persist in being born poor.

## Gear Shifting Puzzles the Inexperienced Driver

Stewart Explains Best Method of Getting Under Way.

A FEW VALUABLE "DON'T'S"

Caution Is Necessary to Avoid Kick-Backs and Stalling of Motor.

"The most difficult task for the driving novice to master is gear shifting," said William H. Stewart, Jr., on Friday evening at a lecture which he delivered at the Stewart Automobile Academy. "The disengagement of the clutch, together with the speed lever movement, is quite as difficult at first as patting the chest with the other. If there were not so many things to do all at the same time the beginner would be less confused. However, driving is simple when once mastered."

"Preparatory to starting the engine one should always be cautious. First note that the gear lever is in neutral position, then set the emergency brake. This accomplished, the danger of being run over by one's car is eliminated. The next important step is to fully retard the spark lever. With this in a safe position to avoid a 'kick-back' and the throttle partially open, the engine is ready for the switch and cranking. Assuming that the engine is started, advance the spark to the normal position on the quadrant and adjust the hand throttle until the motor runs smoothly and without racing."

"The driver is then ready to take his position behind the wheel. Since most operators use the foot accelerator in preference to the hand throttle, let me assume its use in the present instance. Before starting the car it may be well to note a few 'don'ts.'"

"Don't place the hands above the centre of the steering wheel at any time; don't take a death grip on the steering wheel, as it looks awkward and is tiresome and dangerous; don't race the motor; don't move the gear lever without disengaging the clutch; don't let the clutch in fast, especially when starting the car from a standing point; don't move the foot away from the clutch pedal when the car is moving; it should always be in position; don't start the car on any other than first speed; don't slip the clutch too much, as it will burn or wear beyond repair; don't watch the fellow behind, as he is watching you; don't take your eyes off the road for any reason whatever while the car is rolling."

"With engine started, and bearing these 'don'ts' in mind, proceed to start the car. First, throw out the clutch, release the emergency brake and place the gear lever in first speed. Then let the clutch come back easily, accelerating the engine as it takes the load. When the car is rolling, release the clutch again and shift from first to intermediate gear."

"This operation must be accomplished before the momentum already gained is lost, or it will be necessary to start over."

again on first speed. Having gained the intermediate speed, and assuming the next to be the high, one should accelerate considerably and then repeat the former clutch and lever movement."

## GOOD ROADS PARAMOUNT

Radford Believes Autos Are Now Nearly Perfect.

"The use of the motor car has started an era of good roads, the greatest in the history of the world," says Harry R. Radford, vice-president of the Cartecor Company, of Pontiac, Mich. Mr. Radford thinks that there will not be so much improvement in the motor car, and that the greatest change will be in the roads and streets over which the automobile must travel.

"Never before has there been so much agitation for good roads as there is today," says Mr. Radford. "And this is entirely because of the motor car. The people have just awakened to the knowledge of how poor our roads are, but if you take a trip through any part of the country you will find long stretches of nearly perfect roadways, and there are hundreds of miles more in the course of construction."

"I actually believe that inside of twenty-five years every roadway of importance in the country will be improved to such an extent that even the present day motor car will give continual service of the highest class."

"I recently visited a Western city of about 25,000 inhabitants which has miles and miles of beautifully paved streets. Just two years ago this city did not have one foot of paving. This city is one of the best examples of how the motor car has improved the streets. In the cities as well as in the country, there is a great road improvement campaign going on, and the use of motor cars will keep it going until our roads and streets are a source of pride."

## DETOUR ON SHORE LINE

Main Road Between New London and Mystic Is Closed.

The route department of the Touring Club of America announces an important detour on the Shore Line to Boston, the main road between New London and Mystic, Conn., being closed for construction. The following alternate is offered: The roads being good and the scenery superior, if anything, to the regular route. Crossing the ferry over the Thames River to Groton, turn immediately left on Thames street, curving right and again left over the railroad bridge on direct but hilly road to Old Mystic, 7.5 miles. At the fork on edge of village keep right and again right at the next fork. Follow direct road along the Mystic River to Soldiers' Monument in Mystic. Pick up trolley and follow tracks on regular Blue Book route through Stonington, Westerly, Narragansett Pier and Wickford to Providence. This detour is hardly more than three miles longer than the old route, and is quite as desirable in the matter of road surface.

## A. A. A. ANNUAL MEETING

Richmond Selected and Dates Will Be December 1-3.

Buffalo, Sept. 13.—The executive board of the American Automobile Association at a meeting here last night selected December 1 to 3 as the dates for the annual meeting at Richmond, Va. The board adopted a resolution endorsing a measure recently introduced in Congress providing that a motorist having met the registration requirements of his own state may go anywhere in the United States without additional registration.

## FLEEING TO SAFETY.

From The Cleveland Plain Dealer.  
A law is proposed in Sweden giving women the right to propose marriage. Look out for a sudden influx of male swedes!

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

## Tire Taxes Which We Pay for You in No-Rim-Cut Tires No Other Maker Does It

The cost of tire upkeep lies mainly in these three shortcomings:

Rim-Cutting—Blow-Outs—Loose Treads.

We spend fortunes each year—spent by no other maker—to minimize these costs.

We save tire users in these ways many millions of dollars. And Goodyear tires, on this account, outsell any other.

Note now how we do it.

### The Rim-Cut Tax

Our No-Rim-Cut tire ends rim-cutting completely, and we control the way.

The method we use—the only feasible method—is protected by secrecy.

The rim-cutting tax is enormous.

Careful statistics, made by public accountants, prove that rim-cutting ruins almost one clincher tire in three.

We wipe out all that tax.

### The Blow-Out Tax

Most blow-outs are caused by wrinkled fabric, shirking its part of the strain.

The wrinkles are caused by curing, under fierce compression, on an iron core. All tires save Goodyears are cured on iron cores alone.

No-Rim-Cut tires are final-cured on air bags, shaped like inner tubes. They are vulcanized on elastic air, as you use them.

Thus the fabric adapts itself to actual road conditions. Wrinkles are

stretched out. Every inch of every layer does its share of duty.

We add to our tire cost \$1,500 daily to thus save blow-outs for you.

### Loose Tread Tax

Tread separation usually occurs close to the breaker strip—an essential fabric in the base of the tread in all standard tires.

We use a patented fabric, woven with hundreds of quarter-inch holes. The tread rubber, in its plastic state, is forced down through these holes. Then the tire is vulcanized en masse.

Thus hundreds of large rubber rivets are formed to prevent tread separation.

We paid \$50,000 for rights to this method, and no other maker employs it.

### We Pay It All

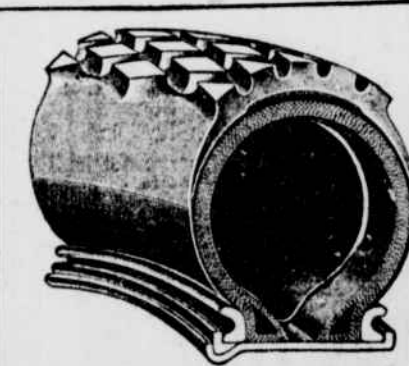
All this extra expense is to save you expense—save you many times what it costs us. At one time—on this account—No-Rim-Cut tires cost one-fifth more than others.

But multiplied output has cut cost of production until it balanced this extra cost.

Now no standard tire of any type costs less than No-Rim-Cut tires.

So you get these savings, without a penny of tax, by simply insisting on Goodyear No-Rim-Cut tires.

Read the facts again and judge if you want them. If so, bear in mind that no other tire gives them. Our dealers are everywhere.



**GOODYEAR**  
AKRON, OHIO  
**No-Rim-Cut Tires**  
With All-Weather Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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